



VIVEKANANDHA COLLEGE OF ENGINEERING FOR WOMEN



(AUTONOMOUS)

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VIVEKANANDHA
EDUCATIONAL INSTITUTIONS

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VCEW INNOVATION AND START-UP POLICY (VCEW ISP) 2023-2024

Preamble:

In November 2016, the All India Council of Technical Education (AICTE) released a Startup Policy document for AICTE approved institutions to address the need of inculcating innovation and entrepreneurial culture in higher education institutions (HEIs). The policy primarily focused on guiding the AICTE approved institutions in implementing the 'Start-up Action Plan' of the Government of India. In 2018, the Government of Tamil Nadu released the Tamil Nadu Start-up and Innovation Policy 2018-2023 with an aim to nurture the innovation and entrepreneurship ecosystem in the State. In February 2019, the Ministry of Human Resource Development (MHRD), along with AICTE and MHRD's Innovation Cell (MIC), released the "National Innovation and Start-up Policy (NISP) 2019" for students and faculty of HEIs. Based on NISP 2019 and Tamil Nadu Start-up and Innovation Policy 2018-2023, Anna University released Anna University start-up policy guidelines for faculty, staff and students to create a robust innovation and start-up ecosystem in the University. Based on the above policies, Vivekanandha College of Engineering for Women (VCEW) has framed the **VCEW Innovation and Start-up Policy (VCEW ISP) 2023-2024** to cater to the innovation and the entrepreneurial needs of its students, faculty, and staff.

Vision:

To be a technical Institution, we (VCEW) aspires to develop an ecosystem that will enable an entrepreneur to grow up in every household with the aid of the Innovation and Startup Policy.

Mission:

To promote, develop and facilitate Innovation and Entrepreneurship by setting Specific goals and related performance indicators and also engaging cutting-edge in collaboration with Government, Non-Government Organizations (NGOs) and the private industries.

Objectives:

- To motivate students, faculty and alumni led start-ups to convert their ideas/ innovations into commercially viable product/process as per VCEW-ISP policy.
- To encourage students to take up innovation led entrepreneurship as a preferred career choice and provide assistance for the successful launch of their start-ups.
- To facilitate development of an entrepreneurial ecosystem in the organization, specific objectives and associated performance indicators should be defined for assessment.
- To develop and implement I & E strategy and policy for the entire institute in order to integrate the entrepreneurial activities across various centers, departments, faculties, within the institutes.
- To promote Industry-Institute collaborative student ventures within the institute for promoting innovations as industry-driven marketable product and services.
- The selection of IIC coordinator will be based on rich industrial experience in multiple disciplines.
- To support students, faculty and alumni to promote technology-driven innovation based on the local resources available for creating employment opportunities and percolating the same for a large number of rural communities.
- To provide sufficient infrastructure facilities for developing new innovations with technical support, mentoring, seed fund for early-stage innovation,

development fund for innovation, IP protection, technology transfer and commercialization.

- To develop self-sustainable campus and innovation models in various disciplines of engineering and technology.
- Identify the target members interested in the innovation will be grouped as SSIG [Student Special Interest Group], ASIG [Alumni Special Interest Group] and FSIG[Faculty Special Interest Group].
- Allocate expert faculty members and external mentors for the SSIG, ASIG and FSIG grouped members.
- Mobilization plan should be worked out at the institute for supporting pre-incubation, incubation infrastructure and facilities.

1. Guidelines for Governance

- a. The NISP Coordinator will be in charge of overseeing the implementation of the entrepreneurial agenda. The team will also receive support from VCEW's higher authorities.
- b. To ensure information access, the NISP Coordinator will serve as a Single Point of Contact (SPOC) for the students, professors, collaborators, partners, and other stakeholders.
- c. The appropriate VCEW ethical committee should grant the necessary approval for any research or activity involving microorganisms, animals, or humans.
- d. The organization should provide financial assistance by allotting at least 1% of its annual expenses to support startups and innovation.

2. Particular Goals

- a. To organize activities and programs to strengthen the VCEW entrepreneurial environment.
- b. To assist innovators in locating issue statements that can be solved commercially.
- c. Aiding inventors in developing ideas and prototypes that are not just confined to processes, designs, services, or products.

- d. To support the environment needed for registering startups and turning prototypes into finished goods.

3. Indicators for evaluating performance

Numerous innovative projects, prototypes, businesses, incubatees, and events are among the signs.

- a. The YUKTI site of the Ministry of Education's Innovation unit will be used to evaluate the projects' progression from pitch to prototype.
- b. The panel of specialists from each domain at VCEW evaluates the solutions and examines them at each stage: idea, proof of concept, and prototype.
- c. A group of angel investors and VCEW members will judge the company concept.
- d. Indicators include problem identification, inventiveness, commercial and technical viability, and startup vision.

4. A plan for resource mobilization

Plans for resource mobilization will be developed to support infrastructure for pre-incubation, incubation, and other facilities. In order to loosen organizational restrictions that prevent progress on the entrepreneurial agenda, a sustainable finance strategy has been developed.

- a. Upon accepting terms and conditions, VCEW will offer infrastructure and support startup-related activities.
- b. VCEW may make efforts to raise money from a variety of sources, including non-governmental organizations and State and Central bodies, such as DST, DBT, MHRD, AICTE, TDB, TIFAC, DSIR, CSIR, BIRAC, NSTEDB, and Startup India, Invest India.
- c. In accordance with Section 135 of the Company's Bylaws, VCEW may contact the private and corporate sectors to raise money to support incubators and incubatees.

- d. VCEW may also raise funding through sponsorships and donations. Further, will actively engage an alumni network for promoting Innovation & Entrepreneurship (I&E).
- e. The institute may connect the startups with National/International fund providers and allow the startups to take up corporate research projects to generate revenue.
- f. VCEW may also work with industries/ Venture Capitalists / Govt. institutions to set up a "Student Startup Fund" to support outstanding startup ideas.

5. Start-Ups enabling Institutional Infrastructure or Starting businesses that support institutional infrastructure

The necessary infrastructure and startup support will be provided by VCEW across all departments and disciplines.

- a. Special labs' pre-incubation facility
 - i. This is intended for use by VCEW students.
 - ii. In order to use the pre-incubation facility, all students must be registered in particular labs.
 - iii. Every student needs a professor to act as a mentor.
 - iv. This approach of assistance is intended to bolster pupils' arguments.
 - v. Pre-incubatees will be granted access to any department or specialized labs to create proof of concept.
 - vi. Institute may provide funding for innovative ideas that qualify.
 - vii. All faculty members and students who are interested can access the Pre-incubation Center.
 - viii. To spark students' curiosity, the Pre-incubation Center will hold "Ideation Festivals/Hackathons" on a monthly basis.
 - ix. Pre-incubatees receive education about innovation and entrepreneurship through IIC, VCEW AICTE IDEA Lab, Vivekanandha Innovation Centre and VCEW-Special labs

- x. The pre-incubatees are anticipated to generate the proof of concept after a pre-incubation period of six months.

b. Incubation Centers through VCEW or Centers for Incubation through VCEW

- i. The Pre-incubatee must register as an Incubatee in the VCEW-Technology Business Incubator after the Pre-incubation period.
- ii. Only the general public and alumni of the institute may register directly as preincubatees at VCEW.
- iii. After the prototype has been approved, they can register a startup company under the direction of VCEW.
- iv. The incubatees must abide by the VCEW-created Incubatee Entry/Exit Policy & Guidelines 2022.
- v. Upon acceptance into the incubator, the incubatee enterprises may be provided with the following services on a fee-for-service basis as determined by the VCEW,
 - 1. An office
 - 2. Computers
 - 3. Access to the Internet
 - 4. Standard furniture chosen by incubators and VCEW
 - 5. Basic and sophisticated VCEW instruments
 - 6. Scanner for documents
 - 7. Libraries
 - 8. Conference and meeting spaces with teleconference or video conferencing capabilities
- vi. After three months of incubation, a company that wants to apply for a seed credit from various organizations can do so through VCEW. The requirement, activities, expense heads, and deadline must be specified in the seed loan application.
- vii. The duration of incubation may be up to two years, with the option of an additional six-month extension.

c. Mentoring and Advisory Services

Interested student/alumni/faculty members can apply by the application form and submit both the soft and hardcopy of the same with the PowerPoint presentations (Format attached with application form). Students, alumni and faculty members of VCEW will be screened based on the scrutiny of the application form, PowerPoint presentation and direct interview. Target members will be shortlisted by the review committee and segregated into 4 Groups mentioned below:

- Group 1: Members with a potential idea and need of guidance.
 - Group 2: Members with no idea but passionate about entrepreneurship.
 - Group 3: Members with design/prototype and need support to develop products.
 - Group 4: Members with a product and need support for IPR, technology transfer, commercialization and market sustainability.
- i. In order to develop their products, students must register in special labs. They may choose any faculty member in charge of the special labs as a mentor. With permission, students may use the VCEW special labs' technical know-how and lab facilities.
 - ii. Students should have access to specialized or knowledgeable mentors who may offer project-specific advice or help with certain tactics.
 - iii. Space, infrastructure, mentorship help, seed money, support for accounts, legal, patents, etc. are additional variables that will be taken into account.
 - iv. The Technical Mentor Committee is made up of successful alumni entrepreneurs, experienced and certified experts from a particular industry, top bankers, seasoned venture capitalists, and academics who offer technical mentoring.

d. The institute would offer case-by-case assistance to businesses using the phases of the Technology Readiness Level (TRL) scale, from product conceptualization to marketing strategy.

- i. Start-Up Phase: Innovators will receive time-bound approval of proposals in 4 weeks to showcase their product(s) as a Pilot project.
- ii. Boot-Up Phase: After a successful pilot study, the committee will give incubatees permission to start product development.
- iii. The production plant may receive assistance throughout the scale-up phase using VCEW.
- iv. Commercialization Phase: The Commercialization Committee will have a group of CEOs, business owners, and investors that will collaborate closely with the startup team to help with business planning, networking, and product marketing.

6. Nurturing Innovations and Startups or Promoting innovations and new businesses

- a. In order to foster students' entrepreneurial aspirations, VCEW has added "Startup Management" as a required subject in the curriculum of UG first-year students and business-related courses in the optional electives.
- b. Students who choose to invent may also be permitted to choose startup over mini/major projects, seminars, and summer training. A student may choose to work on a business in an interdisciplinary or multidisciplinary field. The student must, however, make a distinction between their current research endeavors as a student and the work being done at the startup.
- c. With the committee's agreement, academic credit may be given to students for successful enterprises that have made money through commercialization.

- d. VCEW will host events and work with outside experts to provide a supportive atmosphere for undergraduate, graduate, Ph.D., research staff, faculty (including temporary), and alumni.
- e. In order to use the resources and supervision of the incubation center, all students must enroll in one of the Special Labs.
- f. Their thesis or dissertation should contain information about product development and innovation relevant to their research or project issue.
- g. The committee will choose the winners of the Best Student Innovation Award, Best Entrepreneur Award, and Best Mentor Award.
- h. VCEW will use specialized labs to enable faculty members and students learn about innovation and entrepreneurship.
 - i. Holding training workshops for staff and students to draft proposals, awareness campaigns, and summer training programs.
 - ii. Organizing orientation sessions including success stories.
 - iii. Promoting professors and students' participation in free international and national online programs.
 - iv. Holding internal hackathons and ideation sessions to foster applicants' capacity for original thought and problem-solving.
 - v. Regular industry visits will be planned for observer-centric provision centered on innovators.
 - vi. An idea box will be made available to collect suggestions from all of the institute's students and teachers.
 - vii. Faculty participation in startup activities
 - 1. Faculty members must serve as mentors for students and as the startup's owner, direct promoter, consultant, and board member.
 - 2. Faculty members are not permitted to occupy administrative positions at startups, and any claims for compensation are rejected.

3. With prior clearance from VCEW administration, the permanent faculty can engage through Special Labs in addition to their teaching, research, and other official duties.
 4. By evaluating the proposal provided by the faculty and noting their interest, practicality, innovation, market potential, etc., the committee established for the purpose shall suggest granting a startup. The committee will also evaluate the progress every three months.
 5. Encouragement for each professor to mentor at least one company.
 6. A performance matrix needs to be created and used to the assessment of yearly performance.
 7. Faculty members should not involve research personnel or other institute employees in their startup operations, and vice versa.
- viii. The startup candidates for alumni and external participants will be chosen based on the project they submitted to the VCEW. The chosen individual will be expected to work as an incubatee either full- or part-time.
- ix. Faculty, Research Scholars, Students, and Alumni are required to register their businesses with the proper authorization from/to VCEW.

7. Education and Teaching Strategies for the Development of Entrepreneurship

- a. The Departments will be recommended to modify their course curricula to reflect new technological advancements, industry standards, and to provide courses in entrepreneurial development through incubators.
- b. Case studies on company failure and first-hand accounts from startups should be included in the teaching materials to raise awareness among the students.

- c. Courses in incubators may be taught by industry experts, and interested students may choose to enroll in them
- d. . VCEW will introduce yearly "INNOVATOR, ENTREPRENEUR & MENTOR AWARDS" to honor creators of exceptional prototypes that support the institute's innovation and entrepreneurial ecosystem.
- e. Regularly inviting national and worldwide experts in entrepreneurship to support startup initiatives.
- f. The facilitation includes product development, business development, product development, social entrepreneurship, product costing, marketing, brand development, human resource management, and law and regulations that have an impact on a business. It also includes fundraising, financial management, cash-flow management, new venture planning, and product development.
- g. A showcase of the innovations the institute has produced.
- h. With previous approval, mock-up marketing locations may be made available to innovators to launch marketing on campus.
- i. VCEW will offer seminars and conferences at the national and international levels to promote innovation and startups.

8. Product Ownership Rights for Technologies Developed at Institute or Rights to Product Ownership for Institute-Developed Technologies

- a. Incubatees (Students, Faculty, Alumni, and Externals) should complete the VCEW's IP declaration form to declare any developed intellectual property.
- b. If the incubator firm wants to use any of VCEW's intellectual property, such as a patent, software code, copyright, registered design, a produced product, etc., it must write to VCEW and request permission. The Institute will choose the terms and conditions for such IP licensing based on the VCEW IPR guidelines.
- c. The incubator firm must notify VCEW if any students have helped develop the technology that was used to create the product(s).

- d. If any intellectual property (IP) was created through teamwork with faculty members (who are not Incubatees) and is being used in the product(s), the incubator business must notify VCEW. Faculty and students have a right to the IP that is produced.
- e. The incubator firm must disclose and recognize the usage of any VCEW infrastructure (hardware, testing setup, instrumentation, computing resources, processes) in the creation of any intellectual property (IP) or technology that will be included into a product (or products).
- f. Before leveraging the infrastructure or goodwill of VCEW for commercialization, the incubator business must obtain approval from VCEW.
- g. The entrepreneur would have the choice of giving equity to VCEW in place of direct payments or first obtaining IP rights from VCEW before being incubated.
- h. The incubator, VCEW, shall keep a register to record the specifics of any intellectual property (IP) (patents, licenses, copyrights, etc.) introduced into the business before or during the incubation term at VCEW. Additionally, any IP created while the visitor was there will be noted in the register.
- i. A five-member committee established at VCEW shall investigate any disputes regarding IPR ownership, income sharing, and licensing and make recommendations in this regard.

9. Evaluation of the entrepreneurial impact

It is important to frequently examine the results of the institute's entrepreneurial endeavors, including pre-incubation, incubation, and entrepreneurship education.

- a. From concept to prototype, technical and commercial viability will be assessed at every step.

- b. For the purpose of impact assessment, new partnerships as well as the quantity of creative concepts, working prototypes, and companies with a viable business plan will be taken into consideration.
- c. Impact assessments and strategy formulation should be done concurrently.
- d. Sustainable, social, economical, and technical factors should be considered in impact assessments for determining success.

10. Code of Conduct

The code of practice is aimed to alleviate any grey areas in pursuing entrepreneurship as a career goal.

- a. A member owning IPR for the technology or product developed in the incubation cell will also be the institute.
- b. The owner or developer can receive the sole IPR if the product or technology was developed outside of the institute's boundaries without using its resources.
- c. Faculty and students are not permitted to include any other employees in the startup without first receiving permission from VCEW-Management.
- d. Prior approval from the authorities is crucial when dealing with sensitive information, life, or confidential or public data.
- e. Any violation of the code of conduct will be taken seriously, and the VCEW - Management will decide what to do next after a disciplinary hearing.
- f. Academic obligations for the faculty member working on a startup should not be jeopardized.
- g. The individuals working on a startup are responsible for the materials, information, and partially or fully developed goods and services.
- h. The instructors and students must make sure that their work in the startup benefits society and creates jobs.

- i. If the employee is a faculty member, there should be no conflict between their existing position and the startup.
- j. Startups offering the same kinds of goods or services shouldn't have any conflicts of interest.
- k. Unless they are VCEW workers or students, faculty members and students should not include their spouses, families, friends, or other relatives in any way in their startup companies.
- l. The VCEW and the startup logo should be watermarked on all items related to the startup.
- m. Only necessary information disclosure with prior authorization should be made to any third parties. It is equally crucial to inform the partners of all startup-related information.

11. Committee member list:

A network of Innovation Cell established to promote innovation and entrepreneurship in the Institution through multitudinous modes leading to an innovation promotion ecosystem in the campuses. The committee members of Innovation Cell for the academic year 2023-2024 are as follows:

S.No.	Roles	Name
1.	President	Dr.KCK.Vijayakumar/Principal
2.	Vice President	Dr. P. T. Kalaivaani/HOD
3.	IIC Convener	Mrs.C.Rithika/ECE
4.	NISP Coordinator	Dr.N.Mohana Priya/CSE
5.	Vivekanandha Innovation Centre	Dr.T.Manikandan/ECE
6.	Innovation Activity Coordinator	Mr.S.Balakrishnan/ECE
7.	Start-up Activity Coordinator	Dr.N.Magendiran/ CST
8.	Internship Coordinator	Ms.K.G.Chithra/CSE
9.	IPR Activity Coordinator	Dr.B.Nazeema Banu /BT
10.	Social Media Coordinator	Dr.G.Vijayakumar/S&H

11.	ARIIA Coordinator	Mr.P.Magudeshwaran/EEE
12.	NIRF Coordinator	Dr.K.Baskar/BME
13.	IP Expert/ Patent Expert	Mrs.R.Saranraj/IPR Analyst
14.	Start-up / Alumni Entrepreneur	Mrs.R.Rajadharshini
15.	Expert from nearby Industry/Industry Association /Ecosystem Enablers	Dr.S.Jaishankar
16.	FI/Bank/Investor/Angel Investor/VC	Mr.Vijayanarasimhan
17.	Incubation Centre	Dr. R. Parameshwaran & Dr.P.Kannan / KONGUTBI

12. Redrawal standards

- a. A regulation violation gives the institute the power to withdraw all or part of its support.
- b. The withdrawal may take the form of limiting access to resources, withholding aid, prohibiting members from participating in startups, or, in the worst case, canceling the firm.

13. Modification

If needed in VCEW is entirely within its rights to alter texts, laws, and other items from time to time in order to better them.

14. Acknowledgements

We appreciate this effort and the direction given by the National Innovation and Startup Policy (NISP) Implementation Team of the AICTE. We sincerely thank Prof.Dr.M.Karunanithi, Chairman & Secretary, VEI & Hospitals, for his encouragement and help in the development of the VCEW infrastructure to support the Innovation Startup Policy (VCEW - ISP). We would like to extend our sincere gratitude to our Principal, Dr.KCK. Vijayakumar for his constant inspiration and direction in formulating the policy's rules. We would like to express our gratitude to

each and every member of the committee who contributed to the creation of this document and helped shape the VCEW Innovation and Startup Policy – 2023 for VCEW students, faculty and staff members.


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